

Promoting Website Improvements and E-Government Services



EASTERN KENTUCKY
UNIVERSITY

Benefits of a Strong Web Presence

- **Increase the visibility of your community to new residents, new businesses, and tourists**
- **Help market your community's brand**
- **Help your community conduct business**
- **Help citizens telecommute**
- **Help citizens communicate with local governments**
- **Provide online bill payment, which can reduce both government costs and citizen expenses**

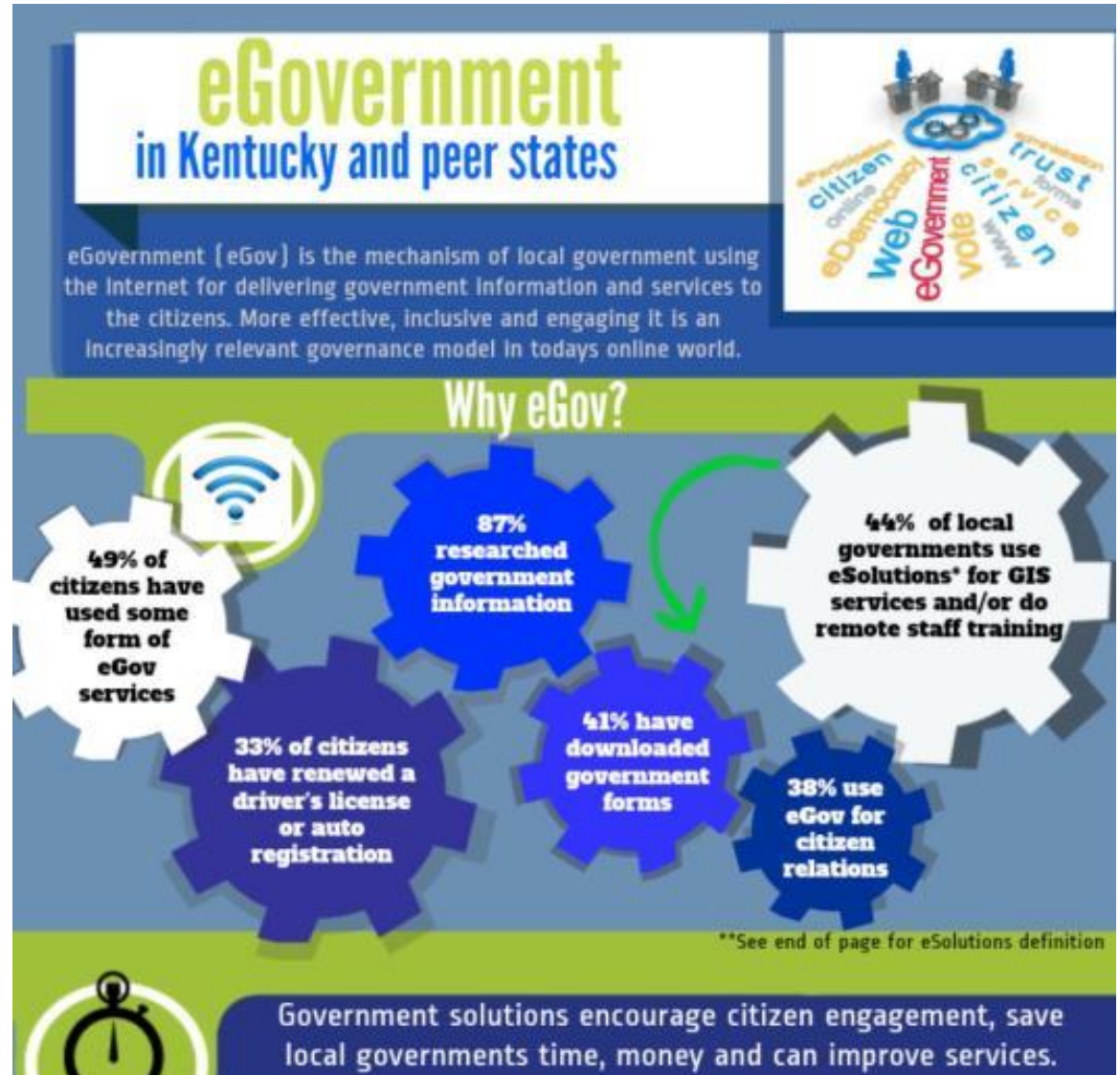
Benefits of Online Bill Payment

The local government :

- **may collect revenue faster**
- **may be able to process payments in a more cost-efficient manner**
- **gives citizens more options**

Why use e-government?

*Developed by the
Commonwealth
Office of Broadband
Outreach and
Development
(OBOD)*

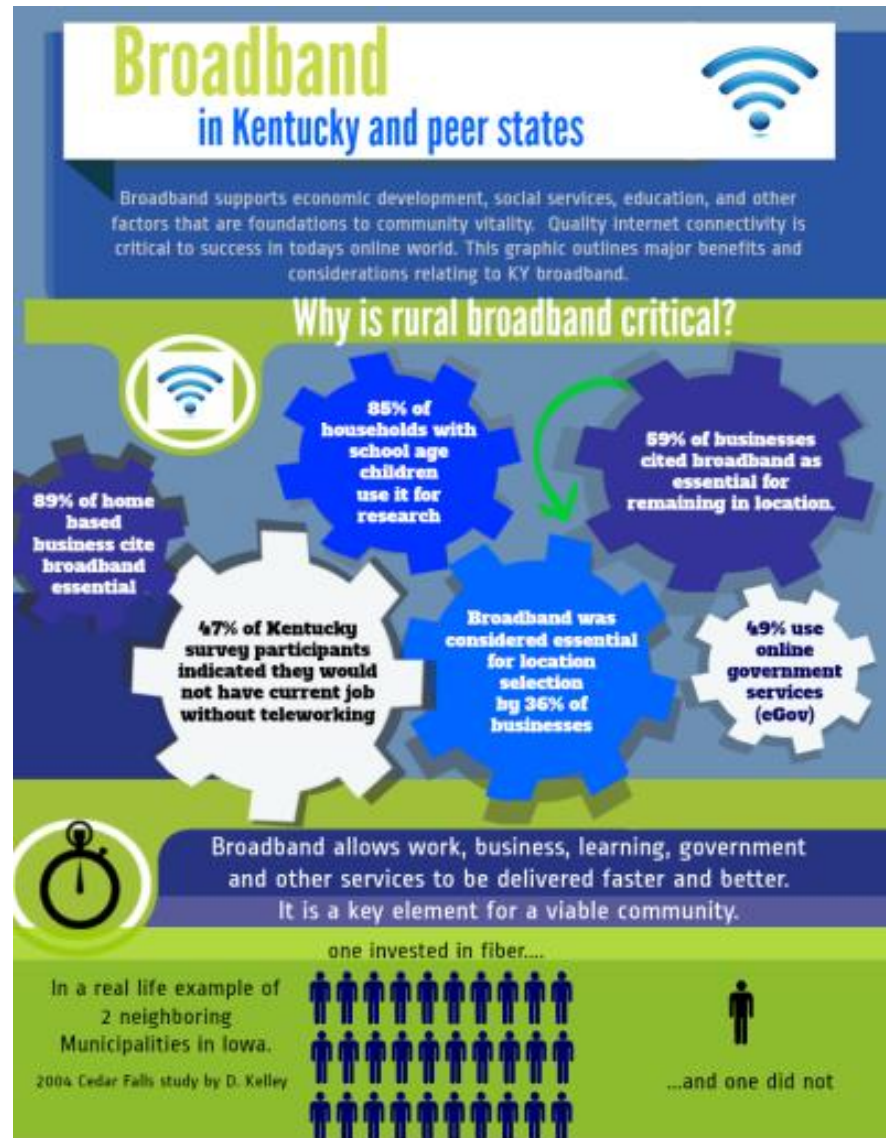


Available Web-Based Services

- **Online bill payment for taxes, fines, and permits**
- **Interactive forms**
- **Citizen communication**
- **Event calendars**
- **Property listings—advertising and in-house planning work**
- **Maps and databases of the community**
- **Access web services through mobile applications**

The Importance of Broadband

*Developed by the
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(OBOD)*



Barriers for Local Governments

- **Cost of website improvements**
- **Lack of in-house personnel to maintain the site**
- **Public distrust of the government and websites**
 - 60% of surveyed Kentuckians viewed privacy and security as being barriers to e-government and broadband access

Solutions to Barriers

- **There are low-cost options for communities.**
 - Website/e-government providers can tailor-make the services for your community.
- **Companies can help maintain websites, and it is often easy to train in-house personnel to help with maintenance.**
- **People of all age groups use web-based services today, especially business owners and tourists.**
 - Over 90% of households buy online; they want to do public transactions online also.
 - Website providers offer excellent privacy protections.

Quality Websites

- ***Functionality*** refers to how effectively a site is designed in order to help you navigate around it.
- ***Authority*** refers to the trustworthiness of the information carried at the site and how reliable it is.
- ***Validity*** is an indication of the extent to which a site is considered useful by other parties.
- ***Obtainability*** refers to the ease with which a site may be recalled and displayed.
- ***Relevance*** accounts for the information requirements of a user and how pertinent to them a site is.
- ***Substance*** assesses the significance of the site for producing unbiased and reliable content.

From Middleton, Michael R., "Approaches to Evaluation of Websites for Public Sector Services" (2007).

The Services of Quality Websites

- **Security and privacy**
- **Usability**
- **Content**
- **Services for citizens and businesses**
- **Participation**

From Middleton, Michael R., "Approaches to Evaluation of Websites for Public Sector Services" (2007).

Website/E-Government Providers

Services

Company	Services	Estimated Cost	Examples
egovlinks	Online bill pay; community databases; community calendars; service requests; website design improvement	\$3,150 per year which includes maintenance \$5,250 one time licensing fee + \$1,260 per year maintenance	Amberley Village, Ohio Pikeville, Kentucky
Civic Plus	Large company; emphasis on communicating with citizens; online bill pay; registration for community programs; licenses and permits; interactive forms; ask for help; respond to opinion polls; coordinate with social media	Case-by-case basis	Winchester, Kentucky
NIC eGovernment Solutions	“transaction-based cost model”; Licenses services; Web 2.0 services	Case-by-case basis	Kentucky.gov
cit-e-net	Website design; online bill pay; online polls; community calendars; databases; interactive forms	Case-by-case basis	Cohoes, New York

Social Media

Benefits and Challenges

- ▶ **Example:** [Maysville, Kentucky](#)
- ▶ **Benefits:**
 - It's free
 - A jumpstart on web services
 - A forum with a large audience
- ▶ **Challenges:**
 - Legal issues
 - Time/resources (frequent updates expected)

Community Success Stories

- [Brimfield, Ohio](#)
- **Winchester, Kentucky**
- **Pikeville, Kentucky**
- [Beulah, North Dakota](#)
- [Rolesville, North Carolina](#)

Funding Opportunities

- ▶ [Rural Business Enterprise Grants Program](#)
- ▶ [Economic Development Administration](#)
- ▶ [Planning Program and Local Technical Assistance Program](#)
- ▶ [Rural Economic Development Loan and Grant](#)
- ▶ [Appalachian Regional Commission](#)

Web Resources

- ▶ [An overview of the literature on e-government](#)
- ▶ [OBOD's e-government e-learning module](#)
- ▶ [OBOD's broadband e-learning module](#)
- ▶ [OBOD's privacy and security e-learning module](#)
- ▶ [Online bill pay in a rural community, a success story](#)
- ▶ [Social media policy help for local governments](#)